

RCA VICTOR RECORD CLUB

Indianapolis, Ind. 46219



BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 31

(see below)

SPECIAL
INTRODUCTORY
OFFER!



JUST SEND US
ONE QUARTER
WITHIN 10 DAYS
AND YOU
CAN
HAVE
ANY ²
POPULAR
ALBUMS
SHOWN INSIDE



for only **98¢**

enrollment fee

12603NLS06T1546BOX POU

T NELSON
BOX 1546
POUGHKEEPSIE NY 12603

FREE! → ⑧ | RC6-6K
NOT

NO OBLIGATION! No records to buy unless you want to!

Now RCA Victor Record Club... where the great stars are...

916 - The champagne sound bubbles through a dozen hits.	881 - King Of The Road, Bye Bye Blackbird, others.	910 - Winchester Cathedral, Almost Persuaded, Born Free.	842 - After The Tears, Stranger On The Shore, Soul Journey.	906 - Bouquet Of Roses, Make The World Go Away, Cattle Call.	905 - Smash-hit I'm A Believer, Mary Mary, She, Look Out, more.	904 - Golden songs from shores—Aloha Oe, Blue H...	
756 - Favorite classics for twilight and evening hours.	812 - Swinging new group in Last Train To Clarksville, etc.	530 - Julie Andrews & Dick Van Dyke are irresistible stars!	527 - He'll Have To Go, Four Walls, Am I Losing You, etc.	502 - Stand Beside Me, I Wore A Tie Today, My Way Of Life.	902 - Soul-man sings My Heart Is Calling, Just Be Sincere.	356 - Utterly beautiful piece selected by Cliburn.	

offers you top-star albums of
the other top record clubs too!

TRIAL MEMBERSHIP CERTIFICATE

Now—To Enjoy a Trial Membership in the RCA Victor Record Club

Pay only 98¢ | Choose Any 2 Records

and a small shipping-service charge

INSERT
ONE QUARTER
HERE



Enrollment
Fee

Yes! Here's my 25¢ "down payment." Please accept my application and start my trial membership in the RCA Victor Record Club by sending me the two records indicated below. Bill me later for 73¢ as the balance of my enrollment fee. I understand that I am not obligated to buy any records at all — but after buying only four records at regular Club prices, I may choose two more of equal value FREE! (A small charge for shipping-service is added to each order.)

Please check the kind of music you like best (check one only) —

- POPULAR
- CLASSICAL
- COUNTRY & WESTERN
- BROADWAY- HOLLYWOOD-TV
- TODAY'S SOUND

Check here if you do NOT have stereophonic equipment; then these and future records will be sent in regular MONAURAL sound.

Sign here

Telephone No. _____

LIMITED TO NEW MEMBERS; U.S. RESIDENTS ONLY. ONE MEMBERSHIP PER FAMILY.

SEND ONLY 25¢ NOW as your "down payment." Select your two records from the enclosed "album stamps," tear off the two stamps corresponding to the albums you want, paste on this card and mail with your QUARTER today! We'll bill you later for the shipping-service charge and the 73¢ balance of your enrollment fee.

12603NLS06T1546BOX POU

T NELSON
BOX 1546
POUGHKEEPSIE NY 12603⁴

FREE!
FOR PROMPT ACTION

08

RC6-6K
NOT
TRANSFERABLE

PASTE
RECORD
STAMP
HERE

PASTE
RECORD
STAMP
HERE

AND FREE
if you answer
at once!
An invaluable
Record Cleaning
Cloth
and Brush

From the desk of Charles L. Robinson



Would you like to choose 2 MORE RECORDS—FREE?

**Here's an extra last-minute
opportunity that's one of the best ever!**

Dear Friend:

The accompanying material was already printed -- and we were about to put it in the mail -- when I received the O.K. to let you in on an even bigger bargain opportunity! It's one of the most exciting offers we've ever made ... so outstanding, in fact, that I decided to rush you this "eleventh-hour" note to tell you about it!

Here's the special offer: You can actually choose two more records from the enclosed stamp sheet at no extra cost, right now ... if you wish! Yes, we'll send you not two but FOUR wonderful albums of your own choice if you merely agree to purchase as few as four records at regular Club prices any time during the entire coming year.

To take advantage of this sensational opportunity to get FOUR records for the same small 98¢, simply select two more record stamps from the stamp sheet, and paste those two extra stamps on the back of this note. (Be sure to paste the other two stamps you choose on the Trial Membership Certificate and complete as indicated.) Then return both the Certificate and this note in the postpaid envelope. Your four great albums -- worth up to \$23.92 at regular Club prices -- will be sent at once!

Remember -- you do not have to accept this "best-ever" opportunity unless you want to. In other words, you may prefer to take two records as outlined in the enclosed brochure. But I do feel you'll agree this last-minute bargain is just too good to pass up.

But whether you prefer to get two or four wonderful albums of your choice right away ... I urge you to act quickly, please.

Cordially,

Charles L. Robinson

for the
RCA Victor Record Club

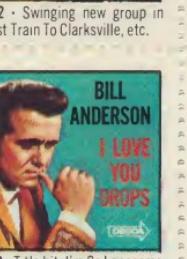
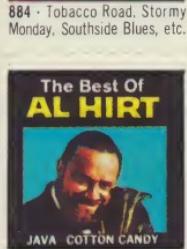
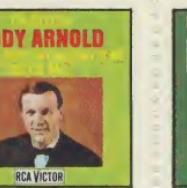
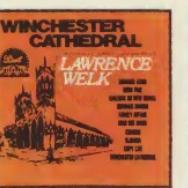
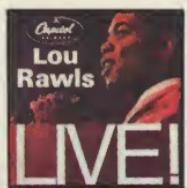
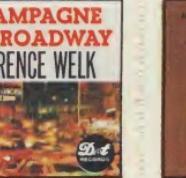
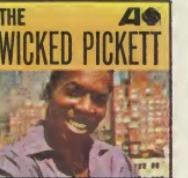
If you decide to accept this last-minute bargain opportunity, choose TWO additional records FREE -- and paste stamps here. Paste the other two stamps you select on the enclosed Trial Membership Certificate and fill out as indicated. Then mail both the Certificate and this note in the postpaid reply envelope -- TODAY!

Paste
FREE
Record
Stamp
Here

Paste
FREE
Record
Stamp
Here

Please initial here

(07)



921 • New folk-rock swingers like Burned, Leave, others.

907 • Pickett fences in terrific rhythm-blues, blues-soul hits.

919 • Please Help Me, I'm Falling, Fraulein, Happy Journey.

888 • The Shadow Of Your Smile, I Will Wait, etc.

918 • Way out and terrific! She Has Funny Cars, D.C.A.B.—25.

886 • Sound Of Music, Ebb Tide, Yesterday, others.

917 • Lawrence Welk bubbles his way through Broadway.

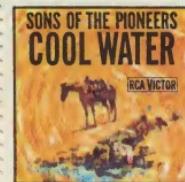
913 • Songs and instrumentals, Silver Ribbons, Green River.



632 · Julie Andrews stars in this soundtrack album.



849 · Somewhere, You've Got Your Troubles, Sweet Dreams.



292 · 18 hits: Riders in the Sky, Red River Valley, etc.



560 · 12 all-time hits by the one and only Mario Lanza.



846 · Some of today's best: I Fell For You, Lonely Too Long,



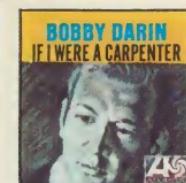
845 · Shadow Of Your Smile, Ebb Tide, Strangers In The Night.



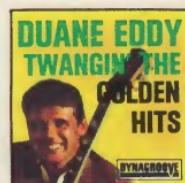
844 · Mary Martin and Robert Preston in the Broadway smash.



869 · Fair Weather Lover, Just Out Of Reach, others.



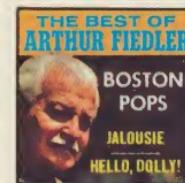
848 · Misty Roses, Sittin' Here Lovin' You, Reason To Believe.



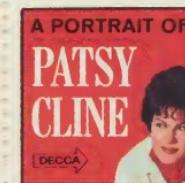
550 · Swingin' Shepherd Blues, Stranger On the Shore, etc.



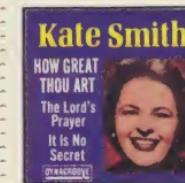
820 · No Salt On Her Tail, Dancing In The Street, more.



770 · More, Mack The Knife, Blue Tango, Warsaw Concerto.



750 · Blue Moon Of Kentucky, Your Kinda Love, Always.



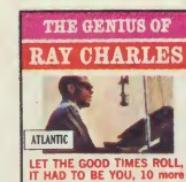
764 · May The Good Lord Bless And Keep You, Were You There.



460 · His biggest all-time hits, newly recorded!



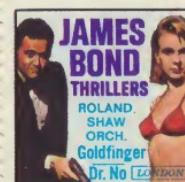
603 · Alabama Bound, Baby Face, I'll Be Seeing You, etc.



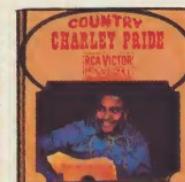
843 · Great blues singer and pianist goes soul. Gorgeous!



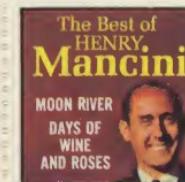
563 · The "Emperor" by today's reigning pianist, Rubinstein.



629 · James Bond Theme, Goldfinger, 007 Theme, others.



839 · Busted, Distant Drums, Detroit City, and others.



536 · Timothy, Lujon, Fallout, Experiment in Terror.



754 · The music from TV's top cloak-and-dagger show.



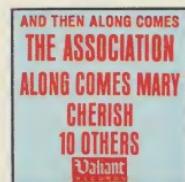
862 · Title smash, Mexican Shuffle, Forgive Me, etc.



822 · Title smash, Mexican Shuffle, Forgive Me, etc.



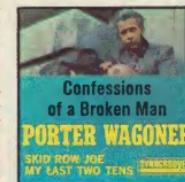
327 · The carefree Vienna of long ago in 6 Strauss gems.



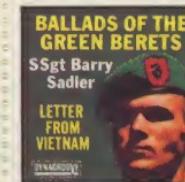
834 · I'll Be Your Man, Message Of Our Love, others.



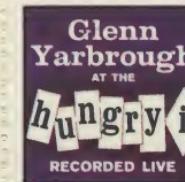
674 · For Sentimental Reasons, Summertime, others.



831 · Title song, My Tears Are Overdue, and others.



781 · Moving, inspiring ballads about the war in Vietnam.



828 · In-person recording, Only Love, Rose, others.

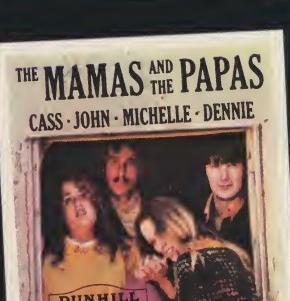
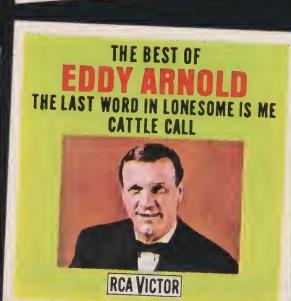
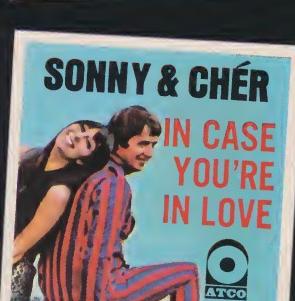
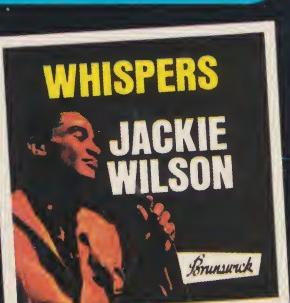
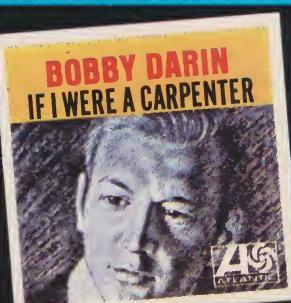
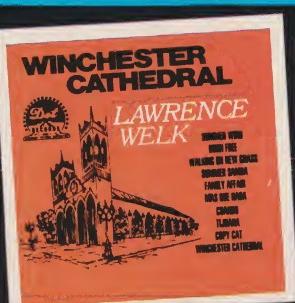
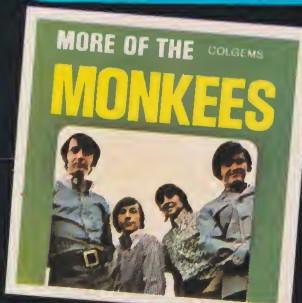


744 · Only The Young, Mean Old World, Ladies Choice, 9 others.



822 · New country star sings Invisible Tears, etc.

Now,  **RCA Victor Record Club**...where the great stars are... offers you top-star albums of the other top record clubs too!



JULIE ANDREWS

MANTOVANI

AL HIRT

EDDY ARNOLD

TOP STARS! TOP HITS! TOP LABELS!

TAKE ANY

2 STEREO or
Regular HI-FI
RECORD
ALBUMS
For Only **98¢**

enrollment
fee

NO OBLIGATION! *Nothing to buy unless you want to!*

ALL THESE HEADLINERS plus many more!

- Henry Mancini
- Bert Kaempfert
- Brenda Lee
- John Gary
- Perry Como
- Roger Williams
- Buffalo Springfield
- Lou Rawls

- Trini Lopez
- Van Cliburn
- Arthur Fiedler
- Leopold Stokowski
- Jim Reeves
- Kitty Wells
- Floyd Cramer
- Chet Atkins

Choose *RCA VICTOR* and other famous labels!

- | | | |
|---------|-----------|-------------|
| DECCA | ■ LONDON | ■ ATLANTIC |
| COLGEMS | ■ CAPITOL | ■ MOONGLOW |
| ATCO | ■ DOT | ■ BRUNSWICK |
| KAPP | ■ REPRISE | ■ DUNHILL |

plus others shown on the enclosed sheet of record stamps.

B/08-80R

(See exciting details on other side) ▶

ANY TWO for only 98¢

with a brief trial membership in the RCA Victor Record Club

NO OBLIGATION!

Nothing to buy unless you want to!

Select the great hit albums you'd most like to own, from the enclosed sheet of 80 record stamps...including RCA Victor and other famous labels.

See below to learn how you can obtain even MORE FREE RECORDS
and special members-only BARGAIN-PRICED RECORDS as a member of the star-studded RCA VICTOR RECORD CLUB!

enrollment fee

Choose Your Favorites—in Stereo or Regular Hi-Fi—from the 80 Exciting Record Stamps Enclosed!

Want to enjoy top stars—top hits—top labels?

Now you can choose from the greatest array of hit records in Club history! Not only outstanding albums by RCA Victor's own great stars—but top-star albums of other top labels...other top record clubs, too! Yes, as a member of the *RCA Victor Record Club*, you have a really tremendous choice of albums from all major clubs...including those which charge you \$5.00 to join! Enjoy sensational hits straight from the best-seller charts! Right now, you can take any TWO of the 80 wonderful record albums represented on the enclosed sheet of stamps—for only 98¢!

Hard to believe? Perhaps. But it's just our way of getting you to find out for yourself how great the *RCA Victor Record Club* can be for lovers of popular music like yourself! We hope that you'll want to buy lots of records from the Club—but that's for you to decide. **YOU ARE UNDER NO OBLIGATION...you need buy nothing!**

However, if you do decide to buy just four Club records at any time during the next year, you will immediately receive two more records of your choice, absolutely free! After that, you will receive one more record of your choice—as a free bonus—for every two Club selections you purchase—out of hundreds to be offered in the year ahead!

You can take your introductory records in Popular, Dance, Young and Modern Favorites, Classical, Broadway-Hollywood-

TV, Mood Music or Country & Western music—regular LP or Stereo sound—and you can have them by simply paying the Club's small enrollment fee of only 98¢!

What a wonderful introduction to the many benefits of membership! Although you will have hundreds of records to choose from during your Trial Membership, you needn't buy unless you want to—it's entirely up to you. If you do purchase records, you pay only the prices as shown in the *Music Guide*: usually \$4.98 or \$5.98 plus a small charge for shipping service. There are no other "dues" or extra charges of any kind!

How You Earn Dividend Records!

This unusual introductory offer will enable you to see for yourself the many sound advantages of enjoying music this convenient and economical way. For after you buy just four records from the Club, you will then receive two Bonus Records of your choice free. After that, for every TWO selections you purchase, you get ONE record free—a wonderful "extra" that is yours automatically as long as you remain an active member of the Club.

A fascinating music magazine—FREE to members!

As a member of the *RCA Victor Record Club*, you will receive each month a free copy of the *Music Guide*, the Club's own magazine! You receive every issue of the *Guide* free of cost, whether or not you buy a record that month!

Each month, in the pages of the *Music Guide*, you will receive news of many new records available to you through the Club—including



the Club's regular monthly selections and alternates in the Popular, Country & Western, Broadway-Hollywood-TV, Today's Sound, and Classical fields, chosen and recommended to you by a skilled panel of *RCA Victor* music experts and the editors of the *Music Guide*. Each monthly selection is one which these experts think you will want for your own personal record collection. If you wish to receive the regular monthly selection, you need do nothing—it will be sent to you automatically. If you wish another record—or no record at all that month—you simply inform the editors of the *Guide* on a special card always provided for that purpose.

Choose the music you want—from the fabulous resources of the *RCA Victor Record Club*!

No matter which Club division you join, you are actually free to choose any kind of record. And the editors of the *Music Guide* make available outstanding recordings from *RCA Victor*, *Decca*, *Coral*, *London*, *Atlantic*, *Atco* and other great labels.

Just imagine the rich delight and satisfaction you will experience, as you build your own personal music library this pleasant way! "On command" to perform for you is the world's most astonishing array of musical talent—on the finest quality records available anywhere! You select the stars you want to hear...as you build a wonderful heritage of lasting enjoyment in your home. You enjoy freedom to choose just the records you want...and you enjoy unusual convenience and economy with this world-famous record club!

Also, you'll have a chance to take advantage of extra bargain offers and special sales available only to members of the Club!

But we suggest that you act promptly, and see for yourself exactly how enjoyable and practical membership can be.

Select the two records you want to receive right away, from the record stamps. Attach the stamps to your Trial Membership Certificate, complete the card, insert one quarter—and mail today!



1. YOU GET TWO VALUABLE RECORDS AT ONCE! Choose either Regular LP or Stereo, from 80 of the finest *RCA Victor* Record Club records.

2. NO RECORDS TO BUY UNLESS YOU WANT TO! All we ask is that you become acquainted with this great Club. But you need buy no records, and you may cancel at any time!

3. YOU GET WONDERFUL RECORD DIVIDENDS! After buying just four records, you get two dividend records free. After that, you can choose one dividend record for every two you buy at regular Club prices—for as long as you remain an active member.

4. YOU GET AN EXCITING MAGAZINE! The beautifully illustrated *Music Guide* tells you everything you need to know to decide which records you want to order. It is designed to help you enjoy music while you develop an informed interest in this delightful art! You receive the *Guide* free each month!

Return Your Stamps... and One Quarter... with the Trial Membership Card—Today!

FREE! A Record Cleaning Cloth and Brush if you answer at once!

IMPORTANT OPPORTUNITY FOR POPULAR MUSIC FANS!
This remarkable bargain offer lets you choose
the greatest hit albums by America's top stars!

Return the enclosed Introductory Certificate
today -- and get any TWO best-selling albums
for only 98¢! No obligation...
nothing to buy unless you want to!

Dear Friend:

Here it is at last -- the amazing record club offer that gives you everything you've ever hoped for!

HUGE SELECTION? Yes, indeed! Just take a look at the enclosed sheet of 80 record stamps. Now you can choose from the greatest array of hit albums in Club history! Not only outstanding albums by RCA Victor's own celebrated stars -- but top-star albums of other major labels...other major record clubs, too!

It's true! As a member of the RCA Victor Record Club, you have a really tremendous choice of albums from all top clubs -- including those which charge you \$5.00 to join. Enjoy sensational hits straight from the best-seller charts! Merely by returning the enclosed Certificate to us within the next few days, you can have any TWO of the 80 wonderful records shown on the stamp sheet -- for a small enrollment fee of 98¢!

That's right! Any two albums you want for 98¢! What's more, you can start right away to share all the valuable membership benefits offered by the famous RCA Victor Record Club!

And best of all -- there's absolutely no obligation on your part! You don't have to buy even one record unless you want to! There are no "strings," no commitments attached to this remarkable offer. No risk -- everything is in your favor!

Here's all you do: Simply choose the TWO great records you want most from the accompanying sheet of record stamps -- and paste the two stamps in the spaces provided on the enclosed Introductory Certificate. Indicate the kind of music you like best, then insert only one quarter...and mail the card back to us today in the postpaid envelope included for your convenience. That's all there is to it! Your two records will be shipped promptly and we'll bill you later for the 73¢ balance of your enrollment fee (plus a small shipping-service charge). There are no other dues or charges of any kind!

Please turn page...

Why do we make this amazing offer? Simply to call your attention to what we believe is the most sensible and most generous record club opportunity yet to reach your mail box!

Let's consider the things that are most important to you as a prospective Club member. First -- the record selection is really tremendous...hundreds of best-selling albums from RCA Victor -- plus top-star albums of other record labels, other top record clubs as well!

Secondly -- you are under no obligation whatsoever. You need buy no records unless you want to. And you're free to cancel your membership any time you wish!

Then consider these valuable Club benefits...all yours to enjoy:

- Each month you receive the Club's own fascinating magazine, the Music Guide, prepared by our own music experts! You'll want to read every page...keep every issue!
- As an active member, you continually receive FREE records. After purchasing only four records at regular Club price within a year, you may choose two more records -- FREE! Thereafter, for every two additional records you buy, you get one record of your own choice, free!
- You can take advantage of exciting special sales and extra bargains throughout the year...exceptional money-saving opportunities for members only!

Remember -- you are always guaranteed perfect records...factory-sealed, factory-fresh. No "seconds," no rejects, no inferior labels. Every record is first quality...and many are in Dynagroove, RCA Victor's exclusive, acclaimed system of sound recording.

And here's an extra SURPRISE BONUS! To make this introductory offer even better, you'll also receive (right away) a special Record Cleaning Cloth and Tone Arm Duster-Brush Attachment -- yours as gifts if you reply promptly!

A whopping bargain? We think so. Just look at all you get merely for trying Club membership!

Why not check over the enclosed stamp sheet and see for yourself all the hit records you can choose, right now!

...Today's most exciting music...the headline hit albums 'most everybody wants: The Monkees, the group that turned TV on, with MORE OF THE MONKEES... captivating mood music presented for you in Mantovani's MR. MUSIC...Lawrence Welk's WINCHESTER CATHEDRAL... Bert Kaempfert's STRANGERS IN THE NIGHT...Eddie Fisher's GAMES THAT LOVERS PLAY...Henry Mancini's MUSIC OF HAWAII...Bobby Darin's IF I WERE A CARPENTER ...John Gary's A HEART FILLED WITH SONG...GLENN YARBROUGH LIVE AT THE HUNGRY I...Belafonte's CALYPSO... plus dozens more best-sellers!

...Sensational, swingin' "Today's Sound" hits by The Mamas and the Papas...Sonny & Chér...The Young Rascals ...Jefferson Airplane...Buffalo Springfield... The Righteous Brothers...Brenda Lee...The Association ...The Young Holt Trio!

...Original-cast albums of Broadway's biggest hits: I DO, I DO!...HELLO, DOLLY! Stirring soundtrack music from great movie hits such as THE SOUND OF MUSIC and MARY POPPINS, both starring lovely Julie Andrews...SOUTH PACIFIC...THEMES FROM THE JAMES BOND THRILLERS. Plus electrifying melodies from top TV shows: THE MAN FROM U.N.C.L.E....BATMAN THEMES...MICKIE FINN'S!

...Easy-listening Country music spotlighting your favorite stars: Eddy Arnold...Jim Reeves...Kitty Wells ...Loretta Lynn...Chet Atkins...Bill Anderson...Connie Smith!

...Your choice of brilliant "BEST OF..." albums now sweeping the country: THE BEST OF EDDY ARNOLD...THE BEST OF SAM COOKE...THE BEST OF HANK SNOW...THE BEST OF AL HIRT...THE BEST OF MARIO LANZA...THE BEST OF ARTHUR FIEDLER AND THE BOSTON POPS...THE BEST OF PETER NERO!

...The cream of treasured Classical albums featuring Van Cliburn...Heifetz...von Karajan...Rubinstein...Stokowski...other greats!

Please turn page...

You'll enjoy a sparkling selection of records like these every month in the Music Guide. Our experts select one "record of the month" which they think is most outstanding. But if you want to select another record -- or no record at all -- you're always free to do so ...you are never restricted in any way! You accept only those records you want -- when you want them. The choice is always yours alone.

Imagine the fun of having your family and friends sharing this enjoyable music whenever you wish...as often as you wish! And did you ever think you could get such great records so simply, so sensibly...so economically!

Now you can, just by selecting your first two records and discovering for yourself the many generous benefits of membership in the nationally famous RCA Victor Record Club. Simply look over the 80 wonderful albums shown on the stamp sheet. Then paste the stamps corresponding to the two albums you want most on your Trial Membership Certificate, insert one quarter -- and return the Certificate to us in the handy postpaid envelope.

Remember -- as a new Trial Member, you are under no obligation to purchase any records. But if you buy just four at regular Club prices any time during the year ahead, you get TWO MORE records of your choice absolutely FREE! And after that, you get ONE RECORD FREE for every two you buy...plus the opportunity to take advantage of extra bargains and special sales -- for as long as you remain an active member!

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Cordially,

Charles L. Robinson

Charles L. Robinson
for the RCA Victor Record Club

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